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Research objectives and method

The Ministry of Housing and Urban Development has commissioned Verian (formerly Kantar Public/Colmar Brunton) to undertake pulse surveys of renters and landlords twice a year to help inform its understanding of the impacts of legislative changes on the residential rental market. This report provides the results for the sixth wave (conducted January 2024), with comparisons made with the previous five waves where appropriate (April 2021, October 2021, May 2022, November 2022 and May 2023).

- A nationwide online survey of 1,501 renters.
- Maximum margin of error on the total sample (at the 95% confidence level) is +/-2.5%.
- Fieldwork was conducted from 15th January to 2nd February 2024.
- Statistically significant changes over time are denoted on the charts by triangles. Statistical significance has been calculated (at the 95% confidence level, unless otherwise stated) using a two column independent proportional t-test.
- Quotas were used to ensure a representative sample by age, gender, region and ethnicity (with minimum quotas to ensure a representative sample for Māori and Pasifika). Data were also weighted by age within gender and region to match Census population characteristics of renters.
Sample profile of renters (January 2024 only)

**Gender**
- Male: 48%
- Female: 52%
- Gender diverse: 0.4%

**Personal income**
- Under $30,000: 11%
- $30,001 to $50,000: 13%
- $50,001 to $70,000: 19%
- $70,001 to $100,000: 19%
- $100,001 to $150,000: 16%
- $150,001 to $200,000: 10%
- Over $200,000: 4%
- Don’t know: 3%
- Prefer not to say: 6%

**Age**
- 18-24: 19%
- 25-29: 16%
- 30-39: 23%
- 40-49: 16%
- 50-59: 12%
- 60-64: 5%
- 65+: 9%

**Ethnicity**
- New Zealand European: 64%
- Māori: 24%
- Asian: 16%
- Pacific: 8%
- Other: 7%
- Prefer not to say: 0.5%

**Living with partner or spouse**
- Living with spouse, 48%
- Not living with spouse, 49%
- Prefer not to say, 3%

**Region**
- Northland: 3%
- Auckland: 42%
- Waikato: 9%
- Bay of Plenty: 6%
- Gisborne: 0.4%
- Hawke’s Bay: 3%
- Taranaki: 2%
- Manawatū-Wanganui: 5%
- Wellington: 11%
- Tasman: 0%
- Nelson: 1%
- Marlborough: 1%
- West Coast: 0.4%
- Christchurch: 10%
- Other Canterbury: 2%
- Otago: 4%
- Southland: 1%

**Gender**
- Male: 52%
- Female: 48%
- Gender diverse: 0.4%

**Household type**
- A flat/not a family home: 27%
- HH with no children or none at home: 26%
- HH with youngest child aged under 5: 13%
- HH with youngest child aged 5 to 15: 17%
- HH with youngest child at home aged 15+: 6%
- HH with extended whanau/family: 8%
- Other: 4%
- Don’t know / prefer not to say: 2%

**Long-term disability**
- Yes: 17%
- No: 82%
- Don’t know: 1%

**Long-term health issue or condition**
- Yes: 20%
- No: 79%
- Don’t know: 1%
Tenancy characteristics
Management of the rental property

Compared with mid-2023, tenants specified that there was a decrease in landlords managing their properties themselves (down four points to 55%) and, as a result, an increase in management by property managers (up five points to 41%).

Who manages the rental property

<table>
<thead>
<tr>
<th>Who manages the rental property</th>
<th>April 2021</th>
<th>October 2021</th>
<th>May 2022</th>
<th>November 2022</th>
<th>May 2023</th>
<th>January 2024</th>
</tr>
</thead>
<tbody>
<tr>
<td>The landlord(s) themselves</td>
<td>57</td>
<td>56</td>
<td>57</td>
<td>57</td>
<td>59</td>
<td>55</td>
</tr>
<tr>
<td>A professional property management or real estate agent on behalf of the landlord</td>
<td>38</td>
<td>38</td>
<td>38</td>
<td>38</td>
<td>36</td>
<td>41</td>
</tr>
<tr>
<td>Someone else on behalf of the landlord</td>
<td>4</td>
<td>5</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>-</td>
</tr>
<tr>
<td>Don't know</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

Significant increase from previous wave
Significant decrease from previous wave

Base: All renters (Apr ’21 n=1,500, Oct ’21 n=1,500, May ’22 n=1501, Nov ’22 n=1501, May ’23 n=1503, Jan’24 n=1501).
Source: Q7. “Who mainly manages the rental property where you live?”
Note: Totals may not always add to 100% due to rounding.
Almost three quarters of renters (72%) began their tenancy more than 12 months ago, similar to previous waves. Of those with a tenancy that began in the last year, one in ten (11%) were charged a fee other than bond or rent when their tenancy began.

**When renters’ current tenancy started**

- **In the last 12 months**: 29%, 31%, 30%, 29%, 28%, 27%
- **More than 12 months ago**: 70%, 68%, 68%, 68%, 70%, 72%
- **Don’t know**: 1%

**Whether landlord or property manager charged any fees other than bond or rent?**

- **Yes – landlord or property manager charged fees**: 16%, 7%, 10%, 13%, 11%
- **No fees**: 69%, 65%, 89%, 85%, 83%, 84%
- **Not sure**: 15%, 4%, 5%, 4%, 5%

*Prior to May 2022, tenants were asked whether a landlord/property manager charged a letting fee. From May 2022, they were asked “Did the landlord/property manager charge any fees other than your bond or rent?” Due to the wording change, Apr/Oct ‘21 results are not directly comparable with May/Nov ‘22 results.*
Tenancy characteristics

Compared with May 2023, there has been an increase in renters living in households with 7 or more people (up four points to 8%), of which 16% are in households with 3 or fewer bedrooms.

**Number of people living in rental**

- 7% of these have 1 or less bedrooms
- 4% of these have 1 or less bedrooms
- 7% of these have up to 2 bedrooms
- 16% of these have up to 3 bedrooms

**Number of bedrooms**

- Significant increase from previous wave
- Significant decrease from previous wave

**Base:** All renters (Apr '21 n=1,500, Oct '21 n=1,500, May '22 n=1501, Nov '22 n=1501, May '23 n=1503, Jan '24 n=1501).

**Source:** Q5. “How many people do you currently live with?”

**Note:** For reporting, “1” has been added to answers to give a total number of people living in the property.

**Base:** All renters (Apr '21 n=1,500, Oct '21 n=1,500, May '22 n=1501, Nov '22 n=1501, May '23 n=1503, Jan '24 n=1501).

**Source:** Q6. “How many bedrooms are there where you currently live?”
Reason for choosing rental property

Cost of living pressures remain evident, with the cost of rent being the most common motivator when choosing a rental (49%). Renters are also commonly motivated by location (42%) and quality of the property (26%).

Why tenants chose their rental

<table>
<thead>
<tr>
<th>Reason</th>
<th>November 2022</th>
<th>May 2023</th>
<th>January 2024</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost of rent</td>
<td>41</td>
<td>37</td>
<td>49</td>
</tr>
<tr>
<td>Location (near work/study etc.)</td>
<td>39</td>
<td>25</td>
<td>42</td>
</tr>
<tr>
<td>Quality of rental property</td>
<td>42</td>
<td>24</td>
<td>26</td>
</tr>
<tr>
<td>The surrounding community</td>
<td>15</td>
<td>19</td>
<td>20</td>
</tr>
<tr>
<td>To live with friends/family</td>
<td>16</td>
<td>20</td>
<td>19</td>
</tr>
</tbody>
</table>
| I had no other choice (no other properties available) | 17 | 16 | 17 |}
| Access to transport                     | 9             | 13       | 16           |
| Character of the rental property        | 8             | 10       | 12           |
| Somebody else chose it for me           | 4             | 4        | 2            |
| Another reason*                         | 9             | 10       | 9            |
| Don't know                              | 1             | 1        | 1            |

Base: All renters (Nov '22 n=1501, May '23 n=1503, Jan '24 n=1501).
Source: Q6a. "Why did you choose to rent your current rental property?"
Note: *Other reasons include: Property owned by friends/family, pets were allowed, came with a job etc. Multiple answers can be selected so totals do not add to 100%.
Rental payments and government financial support
Following a plateau in rent prices over the last 18 months, there has been an increase in those paying more than $500 a week (up six points to 46%). This is most evident at the upper end of the rental market, with those charged over $900 increasing by three points (up to 7%).
Just over two in five renters (44%) feel their rent is affordable which has stabilised after a drop in 2022.

<table>
<thead>
<tr>
<th>Affordability</th>
<th>Nett Unaffordable (0 to 4)</th>
<th>Nett Affordable (6 to 10)</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 2021</td>
<td>35</td>
<td>46</td>
</tr>
<tr>
<td>October 2021</td>
<td>32</td>
<td>51</td>
</tr>
<tr>
<td>May 2022</td>
<td>34</td>
<td>47</td>
</tr>
<tr>
<td>November 2022</td>
<td>36</td>
<td>43</td>
</tr>
<tr>
<td>May 2023</td>
<td>35</td>
<td>43</td>
</tr>
<tr>
<td>January 2024</td>
<td>34</td>
<td>44</td>
</tr>
</tbody>
</table>

Base: All renters (Apr ’21 n=1,500, Oct ’21 n=1,500, May ’22 n=1,501, Nov ’22 n=1,501, May ’23 n=1,503, Jan ’24 n=1,501).
Source: Q12. "How affordable is your current rent?"
Note: Due to rounding, totals may not add to 100%. 

△ Significant increase from previous wave
▽ Significant decrease from previous wave
Four in ten renters (40%) spend up to 30% of their disposable income on rent and almost half (48%) spend more than 30% on rent.

How much is rent as a percentage of renters’ disposable incomes

<table>
<thead>
<tr>
<th>Month</th>
<th>Less than 25%</th>
<th>25% to 30%</th>
<th>31% to 40%</th>
<th>More than 40%</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 2021</td>
<td>16</td>
<td>24</td>
<td>21</td>
<td>25</td>
<td>12</td>
</tr>
<tr>
<td>May 2022</td>
<td>17</td>
<td>23</td>
<td>22</td>
<td>28</td>
<td>11</td>
</tr>
<tr>
<td>November 2022</td>
<td>17</td>
<td>23</td>
<td>22</td>
<td>27</td>
<td>11</td>
</tr>
<tr>
<td>May 2023</td>
<td>18</td>
<td>24</td>
<td>18</td>
<td>28</td>
<td>11</td>
</tr>
<tr>
<td>January 2024</td>
<td>16</td>
<td>24</td>
<td>19</td>
<td>29</td>
<td>11</td>
</tr>
</tbody>
</table>

40% of renters say their rent is 30% or less of their disposable income

48% of renters say their rent is more than 30% of their disposable income

Base: All renters (Oct ’21 n=1500, May ’22 n=1501, Nov ’22 n=1501, May ’23 n=1503, Jan ’24 n=1501).
Source: Q12b. "How much approximately is your rent as a percentage of your disposable income (income after tax)? My rent is…"
Note: Due to rounding, totals may not add to 100%.
About one in five renters experienced a rent increase in the last six months (22%). Of those who experienced an increase, most faced an increase of $40 or less (65%). The data suggests there may be a gradual increase in the size of rent increases over time, with a slow decline over time in those facing increases of $20 or less.

### When last rent increase occurred

<table>
<thead>
<tr>
<th>Time Period</th>
<th>April 2021</th>
<th>October 2021</th>
<th>May 2022</th>
<th>November 2022</th>
<th>May 2023</th>
<th>January 2024</th>
</tr>
</thead>
<tbody>
<tr>
<td>Last 6 months</td>
<td>45</td>
<td>44</td>
<td>44</td>
<td>46</td>
<td>46</td>
<td>46</td>
</tr>
<tr>
<td>7 to 8 months ago</td>
<td>44</td>
<td>37</td>
<td>40</td>
<td>37</td>
<td>40</td>
<td>37</td>
</tr>
<tr>
<td>9 to 11 months ago</td>
<td>27</td>
<td>27</td>
<td>28</td>
<td>30</td>
<td>28</td>
<td>28</td>
</tr>
<tr>
<td>1 year ago</td>
<td>27</td>
<td>24</td>
<td>25</td>
<td>23</td>
<td>24</td>
<td>24</td>
</tr>
<tr>
<td>More than a year ago</td>
<td>15</td>
<td>17</td>
<td>18</td>
<td>18</td>
<td>18</td>
<td>18</td>
</tr>
<tr>
<td>Not had a rent increase</td>
<td>12</td>
<td>13</td>
<td>13</td>
<td>12</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>in any rental property</td>
<td>15</td>
<td>13</td>
<td>14</td>
<td>13</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>Can't recall</td>
<td>7</td>
<td>7</td>
<td>7</td>
<td>7</td>
<td>7</td>
<td>7</td>
</tr>
</tbody>
</table>

* Apr '21: Asked if increased rent in last 6 months. From Oct '21: Asked if increased rent in last year (Meaning April 2021 data is not directly comparable)

### Size of rent increase*

<table>
<thead>
<tr>
<th>Size of Increase</th>
<th>April 2021</th>
<th>October 2021</th>
<th>May 2022</th>
<th>November 2022</th>
<th>May 2023</th>
<th>January 2024</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $20</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>$21 to $40</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>$41 to $60</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>$61 to $80</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>$81 to $100</td>
<td>3</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Over $100</td>
<td>7</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
</tbody>
</table>

* Significant increase from previous wave

Significant decrease from previous wave

**Base:** All renters (Apr '21 n=1,500, Oct '21 n=1,500, May 2022 n=1,501, Nov '22 n=1,501, May '23 n=1,503, Jan '24 n=1,501). **Source:** Q13. "When was your last rent increase?" Due to rounding, totals may not add to 100%.

**Base:** Renters whose rent has increased (Apr '21 n=328, Oct '21 n=982, May '22 n=916, Nov '22 n=929, May '23 n=936, Jan '24 n=980). **Source:** Q14. "Still thinking about the last increase, how many dollars did your rent increase by per week?"
Almost nine in ten (88%) who experienced a rent increase in the last year say it was an increase to their normal rent. In the last six months, there has been an increase in the proportion of renters paying more when they change tenancies (up three points to 61%).

### Reason for last rent increase*

<table>
<thead>
<tr>
<th>Reason</th>
<th>April 2021</th>
<th>May 2022</th>
<th>November 2022</th>
<th>May 2023</th>
<th>January 2024</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your current landlord increased your normal rent</td>
<td>90</td>
<td>76</td>
<td>85</td>
<td>86</td>
<td>88</td>
</tr>
<tr>
<td>Your current landlord temporarily dropped your rent and then returned it to ‘normal’</td>
<td>3</td>
<td>2</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Don’t know</td>
<td>2</td>
<td>6</td>
<td>7</td>
<td>11</td>
<td>9</td>
</tr>
</tbody>
</table>

*In November 2022, the response category for ‘you moved house or rental property’ was removed to ensure only renters who have experienced a rent increase under an existing tenancy are included. This means that results are not directly comparable between November 2022 and the previous waves.

### Rent change between tenancies

<table>
<thead>
<tr>
<th>Rent change</th>
<th>April 2021</th>
<th>May 2022</th>
<th>November 2022</th>
<th>May 2023</th>
<th>January 2024</th>
</tr>
</thead>
<tbody>
<tr>
<td>More</td>
<td>58</td>
<td>61</td>
<td>54</td>
<td>58</td>
<td>61</td>
</tr>
<tr>
<td>About the same</td>
<td>18</td>
<td>14</td>
<td>19</td>
<td>18</td>
<td>14</td>
</tr>
<tr>
<td>Less</td>
<td>14</td>
<td>12</td>
<td>14</td>
<td>14</td>
<td>12</td>
</tr>
<tr>
<td>Don’t know</td>
<td>3</td>
<td>2</td>
<td>3</td>
<td>3</td>
<td>2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Rent change</th>
<th>April 2021</th>
<th>May 2022</th>
<th>November 2022</th>
<th>May 2023</th>
<th>January 2024</th>
</tr>
</thead>
<tbody>
<tr>
<td>More</td>
<td>58</td>
<td>61</td>
<td>54</td>
<td>58</td>
<td>61</td>
</tr>
<tr>
<td>About the same</td>
<td>18</td>
<td>14</td>
<td>19</td>
<td>18</td>
<td>14</td>
</tr>
<tr>
<td>Less</td>
<td>14</td>
<td>12</td>
<td>14</td>
<td>14</td>
<td>12</td>
</tr>
<tr>
<td>Don’t know</td>
<td>3</td>
<td>2</td>
<td>3</td>
<td>3</td>
<td>2</td>
</tr>
</tbody>
</table>

*Base: Renters whose rent has increased within the last six months (n=328), from Oct ’21 on: Renters whose rent increased at any point (Oct ’21 n=982, May ’22 =916, Nov ’22 n=929, May ’23 n=936, Jan’24 n=980). Source: Q15. “Was your last rent increase because...”

**Significant increase from previous wave**

**Significant decrease from previous wave**
Rent increases (3)

Financial strain continues to affect renters, with over half (56%) struggling more to pay rent than they did six months ago including 24% finding rental payments much more of a struggle.

<table>
<thead>
<tr>
<th>Struggles to pay rent compared with six months ago</th>
<th>April 2021</th>
<th>October 2021</th>
<th>May 2022</th>
<th>November 2022</th>
<th>May 2023</th>
<th>January 2024</th>
</tr>
</thead>
<tbody>
<tr>
<td>Much more of a struggle</td>
<td>23</td>
<td>15</td>
<td>18</td>
<td>24</td>
<td>27</td>
<td>24</td>
</tr>
<tr>
<td>A bit more of a struggle</td>
<td>35</td>
<td>32</td>
<td>33</td>
<td>34</td>
<td>34</td>
<td>32</td>
</tr>
<tr>
<td>About the same</td>
<td>36</td>
<td>45</td>
<td>43</td>
<td>33</td>
<td>33</td>
<td>35</td>
</tr>
<tr>
<td>A bit less of a struggle</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>5</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Much less of a struggle</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Don’t know</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

56% of renters feel they now struggle more to pay rent than 6 months ago

Compared to:
- 60% in May 2023
- 58% in November 2022
- 51% in May 2022
- 47% in October 2021
- 59% in April 2021

8% of renters feel they now struggle less to pay rent than 6 months ago

Compared to:
- 6% in May 2023
- 7% in November 2022
- 6% in May 2022
- 6% in October 2021
- 5% in April 2021

Significant increase from previous wave
Significant decrease from previous wave
Rent arrears

The proportion of renters in rent arrears remains unchanged from May 2023 (5% are currently behind on their rent).

Currently behind in rental payments

<table>
<thead>
<tr>
<th></th>
<th>April 2021</th>
<th>October 2021</th>
<th>May 2022</th>
<th>November 2022</th>
<th>May 2023</th>
<th>January 2024</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, currently behind in rental payments</td>
<td>4%</td>
<td>7%</td>
<td>3%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>No, not behind in rental payments</td>
<td>95%</td>
<td>93%</td>
<td>96%</td>
<td>94%</td>
<td>94%</td>
<td>94%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>1%</td>
<td>0.5%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Base: All renters (Apr ’21 n=1,500, Oct ’21 n=1,500, May ’22 n=1,501, Nov ’22 n=1,501, May ’23 n=1,503, Jan’24 n=1,501).
Source: Q17. “Are you currently behind in your rent payments?”
Note: Due to rounding, totals may not add to 100%.
Renters’ perceived need for government financial support to pay their rent has been stable over time and is currently sitting at 21%.

**Perceived need for government financial support to pay rent over next few months**

- **Yes** – will need financial support from the Government:
  - April 2021: 23%
  - May 2021: 23%
  - October 2021: 21%
  - May 2022: 23%
  - November 2022: 22%
  - May 2023: 21%
  - January 2024: 21%

- **No** – won’t need financial support:
  - April 2021: 62%
  - May 2021: 60%
  - October 2021: 63%
  - May 2022: 60%
  - November 2022: 60%
  - May 2023: 60%
  - January 2024: 64%

- **Don’t know**:
  - April 2021: 14%
  - May 2021: 17%
  - October 2021: 16%
  - May 2022: 17%
  - November 2022: 18%
  - May 2023: 16%
  - January 2024: 16%

**Base**: All renters (Apr ’21 n=1,500, Oct ’21 n=1,500, May ’22 n=1,501, Nov ’22 n=1,501, May ’23 n=1,503, Jan’24 n=1,501).

**Source**: Q18. “Do you think you’ll need financial support from the Government over the next few months to pay your rent?”

**Significant increase from previous wave**

**Significant decrease from previous wave**
Financial support

About a quarter of renters (24%) currently receive the Accommodation Supplement. A quarter receive other financial support including almost one in five (18%) receiving financial assistance from friends or family.

Accommodation Supplement

- Yes – receive
  - 25% April 2021
  - 22% May 2022
  - 25% October 2021

- No – heard of it but don’t get it
  - 49% April 2021
  - 51% May 2022
  - 49% October 2021

- No and haven’t heard of it
  - 23% April 2021
  - 22% May 2022
  - 26% October 2021

- Don’t know
  - 2% April 2021

Other financial support

- Yes from family
  - 12% April 2021
  - 14% May 2022
  - 14% October 2021

- Yes from friends
  - 2% April 2021
  - 4% May 2022
  - 4% October 2021

- Yes friends/family moved in
  - 2% April 2021
  - 2% May 2022
  - 2% October 2021

- Yes from landlord
  - 2% April 2021
  - 2% May 2022
  - 2% October 2021

- Yes new tenants moved in
  - 2% April 2021
  - 1% May 2022
  - 1% October 2021

- No
  - 80% April 2021
  - 79% May 2022
  - 77% October 2021

- Don’t know
  - 2% April 2021
  - 3% May 2022
  - 4% October 2021

Source: Q19a. “Do you receive the Accommodation Supplement?”

Source: Q19b “Have you received any other financial support/help with your rent payments in the last 6 months?”
Note: Multiple answers can be selected so totals do not add to 100%
Moving
Recent moves

Fewer renters have moved in the last 6 months (down three points to 12%). Those who have moved are most often motivated by lifestyle, for example wanting to be closer to friends/family (20%), or moving away from the people they were living with (10%), or moving closer to work (15%). Other common motives stem from the property itself or costs, including dissatisfaction with the property (13%) or rent increases (13%).

### Reasons for moving

<table>
<thead>
<tr>
<th>Reason</th>
<th>April 2021</th>
<th>October 2021</th>
<th>May 2022</th>
<th>November 2022</th>
<th>May 2023</th>
<th>January 2024</th>
</tr>
</thead>
<tbody>
<tr>
<td>Moved to be with partner/friends/family</td>
<td>19</td>
<td>20</td>
<td>15</td>
<td>12</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>Moved to be closer to work</td>
<td>25</td>
<td>20</td>
<td>15</td>
<td>13</td>
<td>13</td>
<td>11</td>
</tr>
<tr>
<td>Not satisfied with quality of the rental property</td>
<td>16</td>
<td>16</td>
<td>16</td>
<td>13</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>Previous landlord sold my rental property</td>
<td>13</td>
<td>13</td>
<td>10</td>
<td>8</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Rent increased</td>
<td>8</td>
<td>11</td>
<td>10</td>
<td>7</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Not enjoying living with people in my previous rental property</td>
<td>13</td>
<td>10</td>
<td>9</td>
<td>5</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Previous landlord wanted to live in the house</td>
<td>7</td>
<td>11</td>
<td>10</td>
<td>7</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Relocated/moved areas</td>
<td>6</td>
<td>11</td>
<td>10</td>
<td>7</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Previous landlord wanted to renovate/carry out work on the house</td>
<td>9</td>
<td>10</td>
<td>12</td>
<td>8</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>Income has reduced</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>For work/changed jobs</td>
<td>22</td>
<td>17</td>
<td>12</td>
<td>14</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>Divorce/separation</td>
<td>22</td>
<td>17</td>
<td>12</td>
<td>14</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>Another reason</td>
<td>17</td>
<td>17</td>
<td>12</td>
<td>11</td>
<td>11</td>
<td>11</td>
</tr>
</tbody>
</table>

*Significant increase from previous wave
*Significant decrease from previous wave
*Unprompted response (coded post fieldwork)

**Base:** All renters (Apr ‘21 n=1,500, Oct ‘21 n=1,500, May ‘22 n=1,501, Nov ‘22 n=1,501, May ‘23 n=1,503, Jan ‘24 n=1,501).
**Source:** Q20. *“In the last 6 months, have you moved to a new place to live?”*
**Note:** Only showing reasons more than 2%. *Other reasons include: being asked to leave, down/upsize, lease ending, flood damage etc.
One in five renters are thinking about moving in the next six months (18%) and are most often motivated to move because they are not satisfied with the quality of the property (20%) or because their rent has increased (19%).

Reasons for planning to move

Not satisfied with the quality of the rental property
Rent has increased
Moving to my own property
To live with partner/family
To be closer to work
Not enjoying living with the people in my current rental property
Relocated/moving areas
Income has reduced
Landlord wants to sell rental property
Landlord wants to renovate/carry out work on the house
Another reason*
Don't know

Base: All renters (Apr '21 n=1,500, Oct '21 n=1,500, May '22 n=1,5001, Nov '22 n=1,501, May '23 n=1,503, Jan '24 n=1,501).
Source: Q22. "Are you planning on moving over the next 6 months to a new place to live?"

Base: Renters who are planning to move in the next six months (Apr '21 n=293, Oct '21 n=378, May '22 n=267, Nov '22 n=306, May '23 n=233, Jan '24 n=272).
Source: Q23. "Why are you planning on moving?" *Other reasons include: landlord not doing necessary repairs, end of lease, it was only a temporary situation etc. Only showing responses with a response of more than 3%.

Significant increase from previous wave
Significant decrease from previous wave
Unprompted response (coded post fieldwork)
Home buying
One in ten renters are actively looking to buy a home in the next year, which has stabilised following annual drops over the last two years.

**Whether considering buying home in next 12 months**

- **Yes and actively looking to buy as soon as I can**
  - April 2021: 16%
  - October 2021: 18%
  - May 2022: 12%
  - November 2022: 18%
  - May 2023: 10%
  - January 2024: 10%

- **Yes – but I’m not currently looking**
  - April 2021: 24%
  - October 2021: 25%
  - May 2022: 22%
  - November 2022: 22%
  - May 2023: 24%
  - January 2024: 24%

- **No – not seriously considering buying**
  - April 2021: 59%
  - October 2021: 54%
  - May 2022: 49%
  - November 2022: 47%
  - May 2023: 55%
  - January 2024: 56%

- **Not sure**
  - April 2021: 11%
  - October 2021: 10%
  - May 2022: 9%
  - November 2022: 10%
  - May 2023: 11%
  - January 2024: 10%

**Whether actively looking to buy 12 months ago**

- **Yes – was actively looking to buy 12 months ago**
  - April 2021: 23%
  - October 2021: 27%
  - May 2022: 23%
  - November 2022: 17%
  - May 2023: 16%
  - January 2024: 15%

- **No – wasn’t actively looking to buy 12 months ago**
  - April 2021: 74%
  - October 2021: 73%
  - May 2022: 79%
  - November 2022: 80%
  - May 2023: 82%
  - January 2024: Not sure

---

**Base:** All renters (Apr ’21 n=1,500, Oct ’21 n=1,500, May ’22 n=1501, Nov ’22 n=1501, May ’23 n=1503, Jan’24 n=1501).

**Source:** Q24. “Are you seriously considering buying your own home in the next 12 months?”

\(\uparrow/\downarrow\) indicates a significant increase/decrease since previous wave.

**Base:** All renters (Apr ’21 n=1,500, Oct ’21 n=1,500, May ’22 n=1501, Nov ’22 n=1501, May ’23 n=1503, Jan’24 n=1501).

**Source:** Q25. “Were you actively looking to buy your own home a year ago?”
Affordability is the main barrier stopping renters from actively looking to buy a home, with about seven in ten saying houses are unaffordable (68%), three in ten waiting for prices to fall (30%), about three in ten concerned about the economy in general (29%) and about two in ten who have experienced a reduction in income (22%).

Reasons why renters have stopped actively looking to buy

<table>
<thead>
<tr>
<th>Reason</th>
<th>April 2021</th>
<th>October 2021</th>
<th>May 2022</th>
<th>November 2022</th>
<th>May 2023</th>
<th>January 2024</th>
</tr>
</thead>
<tbody>
<tr>
<td>House prices are too high/unaffordable**</td>
<td>68</td>
<td>57</td>
<td>43</td>
<td>34</td>
<td>33</td>
<td>28</td>
</tr>
<tr>
<td>Waiting to see if house prices continue to fall</td>
<td>28</td>
<td>34</td>
<td>33</td>
<td>38</td>
<td>32</td>
<td>30</td>
</tr>
<tr>
<td>I'm concerned about the economy generally</td>
<td>23</td>
<td>16</td>
<td>19</td>
<td>22</td>
<td>29</td>
<td>33</td>
</tr>
<tr>
<td>My/my partner's income has reduced</td>
<td>29</td>
<td>28</td>
<td>21</td>
<td>26</td>
<td>26</td>
<td>26</td>
</tr>
<tr>
<td>Can no longer get a mortgage approved</td>
<td>18</td>
<td>16</td>
<td>18</td>
<td>26</td>
<td>18</td>
<td>18</td>
</tr>
<tr>
<td>I'm concerned about my/my partner's job</td>
<td>18</td>
<td>18</td>
<td>12</td>
<td>28</td>
<td>12</td>
<td>17</td>
</tr>
<tr>
<td>Can no longer afford deposit because KiwiSaver savings have reduced</td>
<td>17</td>
<td>16</td>
<td>20</td>
<td>22</td>
<td>24</td>
<td>20</td>
</tr>
<tr>
<td>Relocating/moving out of area</td>
<td>11</td>
<td>11</td>
<td>4</td>
<td>3</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Interest rates too high</td>
<td>4</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Circumstances changed</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Another reason*</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Don't know</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>3</td>
<td>1</td>
</tr>
</tbody>
</table>

*Unprompted response (coded post fieldwork)

Base: Renters who were actively looking to buy 12 months ago, but are not currently looking or considering buying (Apr '21 n=191, Oct '21 n=204, May '22 n=212, Nov '22 n=150, May '23 n=157, Jan '24 n=126).

Source: Q26. "Why are you no longer actively looking to buy your own home?" Note: "Other reasons include: General concerns about the housing market/economy etc." "New response category added in May '23. The code 'House prices have risen' has been removed in May '23. Showing responses with more than 1%
Among renters who are actively looking to buy a home, about a third are motivated to do so before prices rise (36%). Compared with six months ago, there has been a drop in renters who feel that prices have fallen or are more affordable (down 20 points to 18%).

### Reasons why renters are now actively looking to buy

<table>
<thead>
<tr>
<th>Reason</th>
<th>April 2021</th>
<th>October 2021</th>
<th>May 2022</th>
<th>November 2022</th>
<th>May 2023</th>
<th>January 2024</th>
</tr>
</thead>
<tbody>
<tr>
<td>Want to buy now before house prices rise even higher</td>
<td>45</td>
<td>36</td>
<td>28</td>
<td>36</td>
<td>35</td>
<td>28</td>
</tr>
<tr>
<td>My/our financial situation has improved</td>
<td>40</td>
<td>34</td>
<td>24</td>
<td>34</td>
<td>25</td>
<td>21</td>
</tr>
<tr>
<td>House prices have fallen/ houses are more affordable</td>
<td>3738</td>
<td>3563</td>
<td>31</td>
<td>31</td>
<td>31</td>
<td>31</td>
</tr>
<tr>
<td>Not satisfied with the quality of the rental property**</td>
<td>17</td>
<td>9</td>
<td>10</td>
<td>7</td>
<td>14</td>
<td>17</td>
</tr>
<tr>
<td>Changes in bank requirements mean we can now afford a deposit/get mortgage approved</td>
<td>14</td>
<td>7</td>
<td>9</td>
<td>10</td>
<td>8</td>
<td>17</td>
</tr>
<tr>
<td>Parents (or other family) are helping me buy</td>
<td>17</td>
<td>19</td>
<td>23</td>
<td>17</td>
<td>8</td>
<td>17</td>
</tr>
<tr>
<td>Want my own place</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Mortgage interest rates have fallen</td>
<td>20</td>
<td>1</td>
<td>6</td>
<td>3</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>Prefer to pay mortgage than rent</td>
<td>5</td>
<td>5</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Another reason</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>4</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Don't know</td>
<td>6</td>
<td>6</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

**Base:** Renters who were not actively looking to buy 12 months ago, but are now actively looking to buy (Apr ’21 n=117, Oct ’21 n=96, May ’22 n=76, Nov ’22 n=100, May ’23 n=71, Jan’24 n=83).

**Source:** Q27. "Why are you now actively looking to buy your own home?".

**Note:** Only showing responses with more than 1%
Renters’ relationships with landlords
Most renters (84%) feel they have a good or very good relationship with their landlord or property manager, which has remained consistent since 2021.

<table>
<thead>
<tr>
<th>Relationship with landlord</th>
<th>%</th>
<th>Nett Good</th>
<th>Nett Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 2021</td>
<td>53</td>
<td>33</td>
<td>11</td>
</tr>
<tr>
<td>October 2021</td>
<td>52</td>
<td>34</td>
<td>11</td>
</tr>
<tr>
<td>May 2022</td>
<td>54</td>
<td>30</td>
<td>12</td>
</tr>
<tr>
<td>November 2022</td>
<td>53</td>
<td>31</td>
<td>13</td>
</tr>
<tr>
<td>May 2023</td>
<td>53</td>
<td>32</td>
<td>12</td>
</tr>
<tr>
<td>January 2024</td>
<td>52</td>
<td>32</td>
<td>12</td>
</tr>
</tbody>
</table>

Base: Renters whose rental is managed by their landlord, or a professional property manager or real estate agent on the landlord’s behalf (Apr ’21 n=1,429, Oct ’21 n=1,406, May ’22 n=1432, Nov ’22 n=1430, May ’23 n=1423, Jan ’24 n=1435).

Source: Q8a. “Overall, which of these best describes your relationship with your landlord (or property manager)?”
Why your relationship with the landlord is good

Renters who feel their relationship with their landlord is good were asked to explain why they feel this way. Note, this data has not been coded into like categories (i.e. quantified). However, the verbatim responses suggest tenants feel that good relationships stem from a positive give-and-take relationship, prompt resolution and communication when issues arise.

“Because she’s kind, non-judgemental, good at communicating, let me have $100 off rent at Christmas.”

“Easy to communicate [with] and any issues [are] dealt with quickly and professionally.”

“She does her inspections and otherwise leaves us to ourselves.”

“There is mutual respect. They have always taken the problems with the house seriously and got in someone to fix things.”

“We have a really good landlord who is very responsive, fixes all the big things, respects our privacy and realises that while it’s their house, it’s also our home.”

“We … have a good quality home we are living in – so that helps that there is nothing to complain about.”

“We are respectful of each other and communicate well. Rent is always paid on time. Anything that is needed for the property by either party is always communicated by proper channels and within proper time frames.”

“We take care of the house and they are hands off.”

Base: Renters who feel their relationship is good (Jan’24 n=1209)
Source: Q8b “Why do you feel your relationship with your landlord (or property manager) is good?”
Why your relationship with the landlord is bad

Renters who feel their relationship with their landlord is bad were asked to explain why they feel this way. Poor relationships with landlords and property managers tend to come from a lack of respect, maintenance or communication. Other concerns relate to non-compliance with Healthy Homes Standards.

“He keeps turning up unannounced... is inconsistent, has unrealistic expectations (announced one day that he was going to move onto the property in his van...), does not maintain the house.”

“He maintained the property, difficult to contact when problems arise, often a terrible attitude when communication is established, and constantly tries to either push the cost of repairs and upkeep of the property on us as tenants or refuses the necessity of maintaining the property.”

“I feel like she doesn't support me when things need doing in the house. She should ensure things are fixed.”

“...property wasn’t Healthy Homes compliant on several features, I have had to file an official complaint and serve a 14 day maintenance breach notice to get things up to standard. No heating for winter included, disrespect of quiet enjoyment and failure to give appropriate notice”

“They have ended the tenancy after I requested they repair the leaking roof.”

“Hard to contact, slow to arrange repairs when needed, always brushes our questions off when she is here to do an inspection.”

“The landlord lied about living there. I am not allowed to use the laundry, it’s only for him and his son... No shower [so I] have to shower at the gym. [I] want to live on my own but demand is too high and [I] can’t find anything...”
About three quarters (76%) of renters are aware of Tenancy Services and around two thirds (64%) of those who are aware have visited the website.

**Awareness of Tenancy Services**

- Yes, aware of Tenancy Services
  - April 2021: 76%
  - October 2021: 77%
  - May 2022: 76%
  - November 2022: 78%
  - May 2023: 80%
  - January 2024: 76%

- No, not aware of Tenancy Services
  - April 2021: 20%
  - October 2021: 17%
  - May 2022: 18%
  - November 2022: 19%
  - May 2023: 17%
  - January 2024: 19%

- Not sure
  - April 2021: 4%
  - October 2021: 3%
  - May 2022: 5%
  - November 2022: 5%
  - May 2023: 5%
  - January 2024: 5%

**Use of Tenancy Services website**

- Never visited the website
  - April 2021: 30%
  - October 2021: 34%
  - May 2022: 32%
  - November 2022: 32%
  - May 2023: 34%
  - January 2024: 30%

- I've visited the website once or twice
  - April 2021: 44%
  - October 2021: 46%
  - May 2022: 47%
  - November 2022: 46%
  - May 2023: 47%
  - January 2024: 46%

- I've visited the website more than twice
  - April 2021: 19%
  - October 2021: 17%
  - May 2022: 18%
  - November 2022: 16%
  - May 2023: 19%
  - January 2024: 19%

- Don't know
  - April 2021: 2%
  - October 2021: 3%
  - May 2022: 3%
  - November 2022: 4%
  - May 2023: 4%
  - January 2024: 3%

65% of renters who have heard of Tenancy Services have visited the website compared to:
- 64% in May 2023
- 63% in November 2022
- 64% in May 2022
- 67% in October 2021
- 63% in April 2021

Base: All renters (Apr '21 n=1,500, Oct '21 n=1,500, May '22 n=1,500, Nov '22 n=1,500, May '23 n=1,500, Jan '24 n=1,500).
Source: Q28. “Tenancy Services provides information on tenancy law on its website www.tenancy.govt.nz. Before today, were you aware of Tenancy Services?”

Source: Q29. “How often have you visited the Tenancy Services website for information or to find answers to questions about your tenancy situation?”
Around three in ten renters have had concerns or issues with their tenancy (29%) in the last three months, and 16% discussed this with their landlord or property manager. Of those who discussed issues, about half (48%) were satisfied and half were dissatisfied (47%) with the outcome.

Whether discussed any tenancy issues with landlord or property manager in the last three months

Satisfaction with the outcome of the discussion
Resolving tenancy issues

Four in five tenants who have experienced issues are aware of mediation provided by Tenancy Services (82%), which has remained fairly consistent over time. Seventeen percent have considered using the service, meaning 65% are aware but have not considered using it.

### Whether those who had concerns or issues seriously considered Tenancy Services’ mediation service

<table>
<thead>
<tr>
<th>Year</th>
<th>Yes</th>
<th>No</th>
<th>No Not aware</th>
<th>No Not consider</th>
<th>Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apr '21</td>
<td>18</td>
<td>64</td>
<td>14</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Oct '21</td>
<td>21</td>
<td>62</td>
<td>14</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>May '22</td>
<td>13</td>
<td>70</td>
<td>14</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Nov '22</td>
<td>14</td>
<td>70</td>
<td>12</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>May '23</td>
<td>13</td>
<td>66</td>
<td>17</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Jan '24</td>
<td>17</td>
<td>65</td>
<td>14</td>
<td>3</td>
<td>3</td>
</tr>
</tbody>
</table>

Base: Renters who are aware of Tenancy Services and had a concern or issue with their tenancy in the last three months (Apr '21 n=399, Oct '21 n=407, May '22 n=357, Nov '22 n=331, May '23 n=344, Jan '24 n=357).

Source: Q32. “Had you seriously considered the mediation service that Tenancy Services provides, to assist with resolving the issues with your landlord?”

▲/▼ Indicates a significant increase/decrease since previous wave.
A quarter of renters who were dissatisfied with discussions with their landlord or property manager are aware of the Tenancy Tribunal and have considered using this service. Another seven in ten (69%) are aware of the Tribunal but have not considered using it.

### Whether those who were dissatisfied with discussions with their landlord/property manager seriously considered approaching the Tenancy Tribunal

<table>
<thead>
<tr>
<th></th>
<th>Apr '21</th>
<th>Oct '21</th>
<th>May '22</th>
<th>Nov '22</th>
<th>May '23</th>
<th>Jan '24</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Yes</strong></td>
<td>21</td>
<td>24</td>
<td>18</td>
<td>21</td>
<td>19</td>
<td>25</td>
</tr>
<tr>
<td><strong>No</strong></td>
<td>67</td>
<td>69</td>
<td>76</td>
<td>70</td>
<td>73</td>
<td>69</td>
</tr>
<tr>
<td><strong>Not sure</strong></td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>4</td>
<td>7</td>
<td>2</td>
</tr>
<tr>
<td><strong>Not aware</strong></td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>5</td>
<td>7</td>
<td>2</td>
</tr>
<tr>
<td><strong>Aware of the Tribunal but didn’t consider approaching them</strong></td>
<td>9</td>
<td>4</td>
<td>1</td>
<td>4</td>
<td>7</td>
<td>4</td>
</tr>
</tbody>
</table>

**Base:** Renters who are aware of Tenancy Services and were dissatisfied with the outcome of their discussion with their landlord or property manager (Apr '21 n=92, Oct '21 n=72, May '22 n=101, Nov '22 n=83, May '23 n=83, Jan '24 n=96).

Source: Q33. "Had you seriously considered approaching the Tenancy Tribunal to help resolve the issue?"
Almost nine in ten renters (87%) who are aware of the Tenancy Tribunal are **not** aware of the option for name suppression.

### Awareness of the Tenancy Tribunal's name suppression rule

<table>
<thead>
<tr>
<th>Year</th>
<th>Yes</th>
<th>No</th>
<th>Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apr '21</td>
<td>18</td>
<td>78</td>
<td>4</td>
</tr>
<tr>
<td>Oct '21</td>
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<td>79</td>
<td>1</td>
</tr>
<tr>
<td>May '22</td>
<td>15</td>
<td>81</td>
<td>4</td>
</tr>
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<td>Nov '22</td>
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</tr>
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<td>May '23</td>
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<td>83</td>
<td>3</td>
</tr>
<tr>
<td>Jan '24</td>
<td>12</td>
<td>87</td>
<td>1</td>
</tr>
</tbody>
</table>

**Base:** Renters who are aware of the Tenancy Tribunal (Apr '21 n=89, Oct '21 n=70, May '22 n=96, Nov '22 n=79, May '23 n=77, Jan '24 n=94).

**Source:** Q36. “Rules allowing name suppression in the Tenancy Tribunal for people who are successful in their applications came into force last year. Before today, were you aware of the name suppression rules?”

▲/▼ indicates a significant increase/decrease since previous wave.
Introducing Verian

Verian is the new name for Kantar Public (formerly Colmar Brunton).

Following our divestment from our former parent company, we are now an independent research and evaluation agency, providing evidence and advisory services to government and the public realm, across Aotearoa New Zealand and around the world.

Please get in touch if you have questions or would like to know more.

Michael Winder
Level 6, suite 601, 48 Greys Avenue, Auckland
PO Box 33690, Auckland 0740
www.veriangroup.com.nz